

Eat
SCOTTISH
SHELLFISH

COLLABORATING
FOR GROWTH



ASSG
ANNUAL CONFERENCE
2025

Eat SCOTTISH SHELLFISH



COLLABORATION DONE WELL



HOW DOES THIS RELATE TO SHELLFISH?

- Safeguard brand ‘Scotland’ to premiumise
- Align our messaging for a stronger voice.
- A compelling story creates emotional connection
- Storytelling and education can create new habits

Eat SCOTTISH SHELLFISH

TELLING OUR STORY

- Commissioned PR agency to help refine our message
- Media ready food photography created for press packs
- Oyster & Mussels Masterclass - Billingsgate (selected guests)
- Media gift bags - including a shucking knife made from ocean plastic
- Oyster shucking from the Oyster Meister !
- Mussel pots with craft beer pairings
- Guest speakers advocating our key messages

Loren Hiller, Commercial Manager MSC

Konstancja Wozniacka - Seafish Eco Services Researcher

Baukje De Roos, Professor of Nutrition, Rowlette Institute

Sue McKenzie, President of the National Federation of Fishmongers

Eat
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SHELLFISH

Save the Date!

SUSTAINABLE BY NATURE: THE SCOTTISH SHELLFISH STORY

An immersive showcase for media, influencers, and stakeholders, highlighting the sustainability, health, and culinary excellence of Scottish farmed shellfish.

THURSDAY, 5TH
MARCH 2026

5PM - 7PM

Tasting

Oyster Shucking

Guest Speakers

Media packs

Scotland House,
Victoria Embankment.
London

Register at [Eventbrite](#)

Eat SCOTTISH SHELLFISH

CONSUMER INSIGHTS

They want to eat more seafood (MSC)

77% of households stick to the same 2-3 species when it comes to seafood**

Shoppers are seeking premium and are willing to pay more**

54% are regular purchasers*

42% bought prawns but not mussels*

*SSMG Market Research

**The Knowledge Bank

Provenance



Storytelling



Emotional connection



All our salmon is responsibly sourced, from clear Scottish waters.

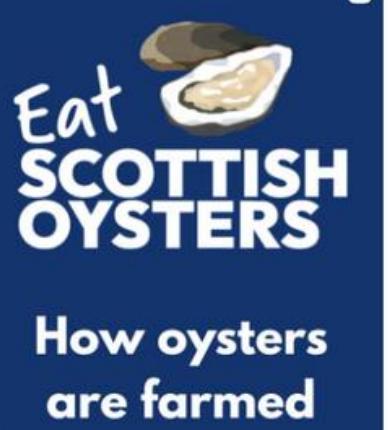


Eat SCOTTISH SHELLFISH

DIGITAL STORYTELLING & CONTENT CREATION



Experiential



Story-telling

Emotional connection



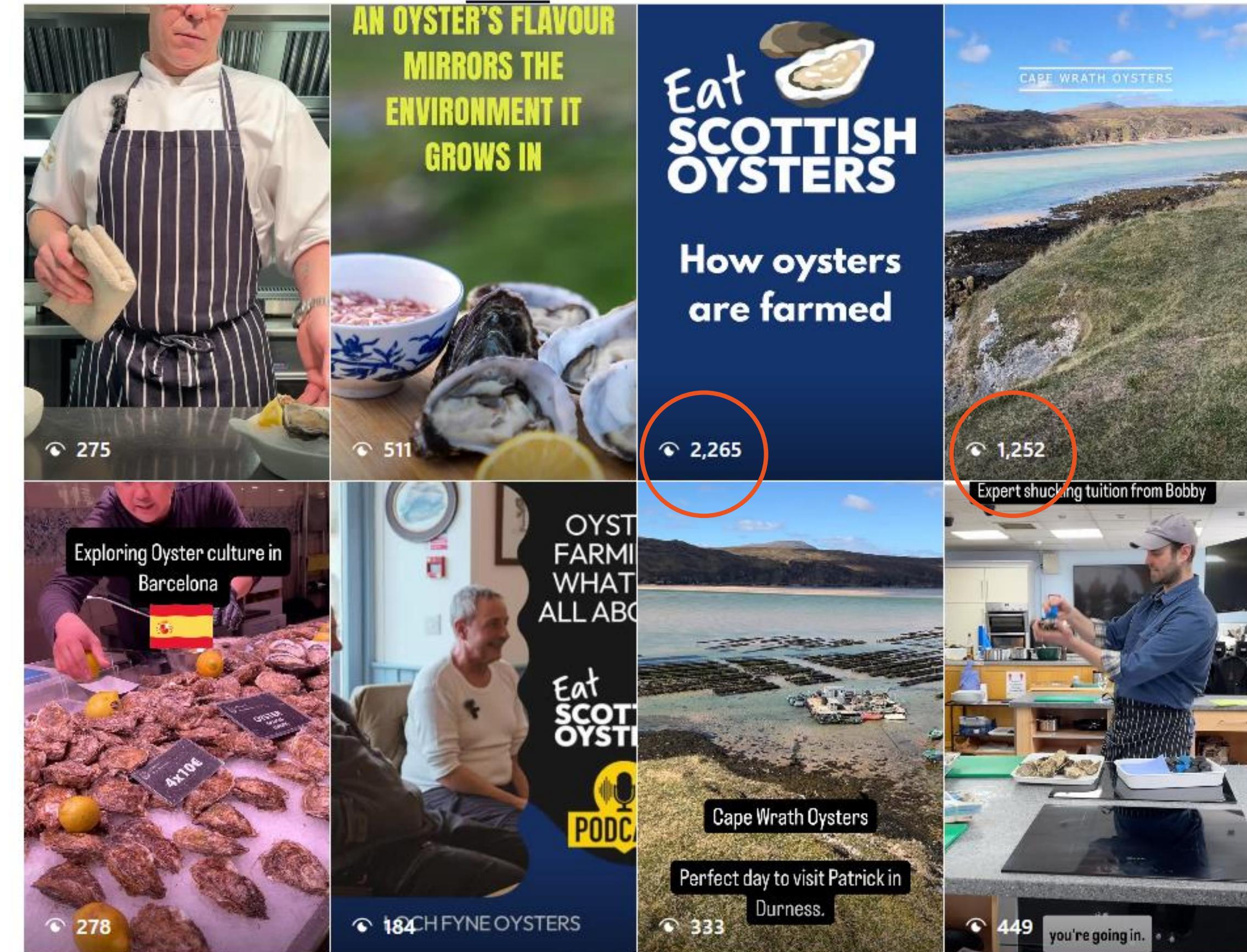
Advocacy

Eat SCOTTISH SHELLFISH

Posting with collaborator's
has increased views by
circa 500%

Our voice is louder when
we collaborate!

COLLABORATION WORKS FOR US!

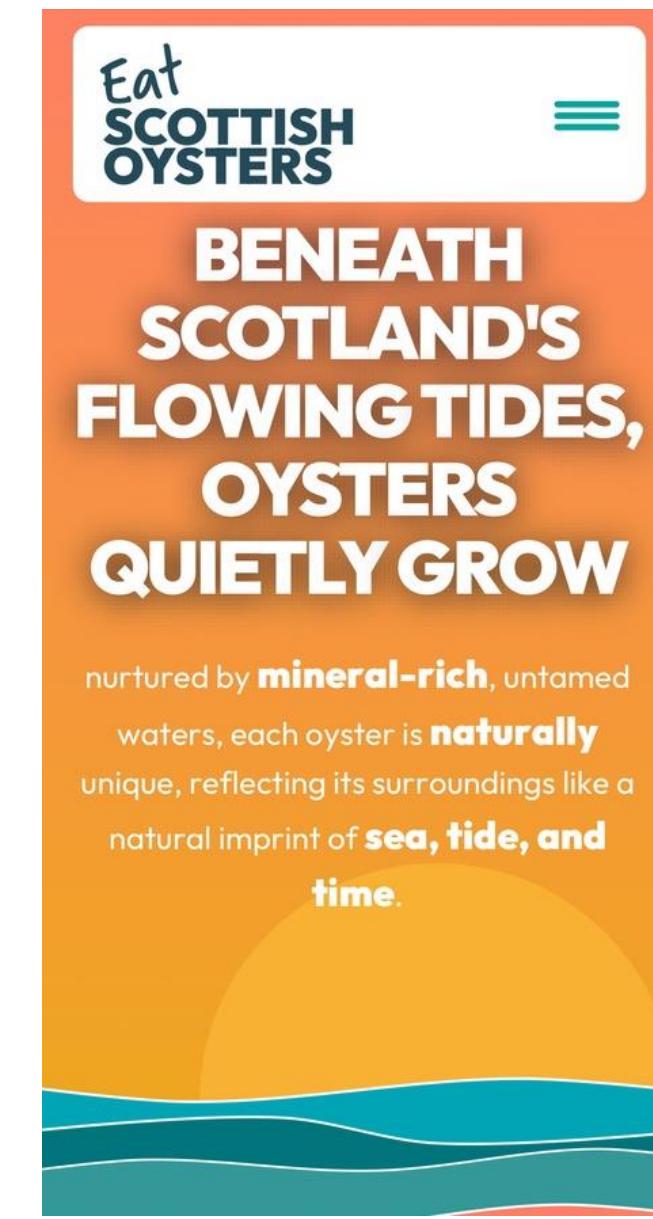


**AN OYSTER'S FLAVOUR
MIRRORS THE
ENVIRONMENT IT
GROWS IN**





Now live

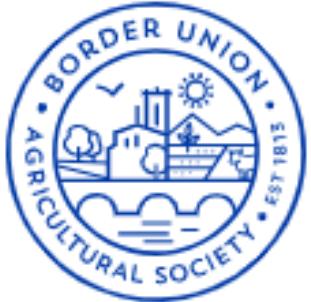


DIGITAL STORYTELLING & CONTENT CREATION

Signposting:
Retailers
Media
PR
Consumers

**Eat
SCOTTISH
SHELLFISH**

EVENTS TO CONNECT AND CREATE NEW HABITS



BORDER UNION SHOW



Eat SCOTTISH SHELLFISH

businessNEWS

ALL SECTORS

LESOTHO LONDON

NEWS RETAIL LIFESTYLE ARTS & ENTERTAINMENT FOOD & DRINK HEALTH BUSINESS FINANCE POLITICS

Mussels on a Mission: Scottish Shellfish Sustainable Stars at Border Union Show

By Scottish Shellfish | 18th July, 2025



Mussels on a Mission: Scottish Shellfish Sustainable Stars at Border Union Show

By Scottish Shellfish | 18th July, 2025



10 | Friday, 25th July, 2025 | The Shetland Times

Fishing & Marine

Mussel farmer takes his message to Kelso

A mussel farmer will travel to Kelso this weekend to share the story of one of Shetland's most sustainable food exports. Sam Laurenson of Blueshell Mussels will man a 'Meet the Farmer' stand at the Border Union Agricultural Show and will answer any questions about mussel farming at the annual convention. Shetland plays an outsized role in Scotland's mussel farming sector, according to the latest government figures. Three of every five farms are located round the isles, which together produce nine out of every 10 mussels grown to eat. They also offer one of the most low-carbon sources of animal protein.

Research commissioned earlier this month by the Scottish Shellfish Marketing Group pitted mussels and oysters against farmed salmon, chicken, pork and beef in a 'life cycle assessment' – a calculation of greenhouse gases created at every stage of farming. Both shellfish species are climate-efficient because they do not need feeding, grow on static ropes without much intervention and are increasingly produced without high emissions, the researchers said.

Estimates have suggested shellfish farming could produce 100 kilogrammes of greenhouse-gas emissions for every 100 grammes of protein. That makes mussels and oysters almost 50 times more carbon-efficient than beef, and well below any animal reared at land or sea.

Growing shellfish produces more carbon than mussels, perhaps because for the same amount of protein – though some conservationists have pointed out issues with the space and water those crops use.

Other barriers still stand in the way of Shetland's mussel having their moment. While the University of the Highlands and Islands is on a £10-million research project to investigate how to most sustainably expand the sector, Shetland's MSP Beatrice Wishart has suggested logistical upgrades could help the mussel-growing business develop further.

"Improvements to transport efficiency, including inter-island transport and increased freight capacity on vessels to Aberdeen, would support further growth in the sector," she said after the Scottish government published its annual farmed shellfish production survey earlier this summer.

Sam Laurenson of Blueshell Mussels will be Kelso this weekend.

Photo: Euan Myles photography

COUNTRY LIFE

EVERY WEEK AUGUST 20, 2025

The Scottish issue Glorious Glamis

7 pages of the best properties for sale

The Thirty-Nine Steps: the world of John Buchan

How the Glasgow Boys transformed art

Autumn is early: what to do with your blackberries

Claws célébre: day-boat-caught brown crab is only one of the many seafood delicacies plucked from Scotland's vibrant waters

Photo: Euan Myles photography

SCOTTISH SHELLFISH LAUNCHES NEW CONSUMER WEBSITE



SCOTTISH FARMED SHELLFISH THE MICHELIN CHOICE



the latest specimens, wa... Native oysters are indig... their name suggests, ar... sought after that Roma... Colchester back to Italy... of overfishing and a dis... out devastated local p... is now only found in any... peninsula in Spain. C... were introduced into... to make up the shorts... in that oysters shou... 'R' in the month applic... oysters are available.

'I've be... for and... langous... years. I'm... are know... superb ea...

The Natives hav... out Mr Brown prou... the voe's surface a... brates his tenaci... oysters and will... Shetland Natives... grew in their th... before they were... Scottish shell... treasures of our... who care for, ca...



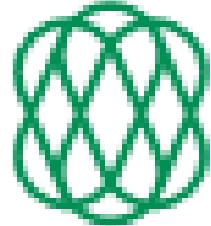
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**Eat
SCOTTISH
SHELLFISH**



**WAITROSE
& PARTNERS**



**Crown Estate
Scotland**
Oighreacdh a' Chrùin Alba

ASDA

**SEAFOOD
SCOTLAND**



Scottish Shellfish

**SCOTLAND
FOOD & DRINK**

seafish

brakes
a Sysco company

WRIGHT BROS. LTD



**Shellfish
Association of Great Britain**

gousto

COLLABORATORS



MSC
www.msc.org



Loch Fyne®



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COLLEGE**

**WEST COLLEGE
SCOTLAND**



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STORYTELLI
NG
EMOTIONAL
CONNECTION
CREATE NEW
HABITS

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